
PRIVACY & COOKIES POLICY

BACKGROUND:

This Policy applies as between you, the User of this Website and The Riders' Wardrobe, the owner and provider of this Website. This Policy applies to our use of any and all Data collected by us in relation to your use of the Website.

1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Data”	means collectively all information that you submit to the The Riders' Wardrobe via the Website or other communication. This definition shall, where applicable, incorporate the definitions provided in the Data Protection Act 1998;
“Cookie”	means a small text file placed on your computer by this Website when you visit parts and use features of the Website;
“We/Us/Our”	means The Riders' Wardrobe of Pheasant Lodge, 1a South Bush Lane, Rainham, Gillingham, Kent, ME8 8PS;
“UK and EU Cookie Law”	means the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011;
“User”	means any third party that accesses the Website and is not employed by The Riders' Wardrobe and acting in the course of their employment; and
“Website”	means the website that you are currently using (theriderswardrobe.co.uk) and any sub-domains of this site.

2. Scope of this Policy

This Policy applies only to the actions of Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

3. Data Collected

Without limitation, any of the following Data may be collected by this Website from time to time:

1. name;
2. contact information such as email addresses and telephone numbers;
3. demographic information such as post code;
4. financial information such as credit / debit card numbers;
5. IP address (automatically collected);
6. web browser type and version (automatically collected);
7. operating system (automatically collected); and
8. a list of URLs starting with a referring site, your activity on this Website, and the site you exit to (automatically collected).

4. Our Use of Data

1. Any personal Data you submit will be retained by The Riders' Wardrobe for as long as is necessary to fulfil any contract with the user or for marketing purposes.
2. Unless we are obliged or permitted by law to do so, your Data will not be disclosed to third parties, except for the purpose of fulfilling any contract that the User has entered into with Us, such as independent delivery companies.
3. All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security see Clause 8 below.
4. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:
 1. internal record keeping;
 2. improvement of our products / services;
 3. transmission by email of promotional materials that may be of interest to you;
 4. contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update the Website.

5. Controlling Use of Your Data

1. Wherever you are required to submit Data, you will be given options to restrict our use of that Data. This may include the following:
 1. use of Data for direct marketing purposes.

6. Your Right to Withhold Information

1. You may access the Website without providing any Data at all. However, to use all features and functions available on the Website you may be required to submit certain Data.
2. You may restrict your internet browser's use of Cookies. For more information see Clause 9.

7. Accessing your own Data

You have the right to ask for a copy of any of your personal Data held by The Riders' Wardrobe (where such data is held) on payment of a small fee which will not exceed £20.00.

8. Security

1. Data security is of great importance to The Riders' Wardrobe and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website.

9. Cookies

1. This Website may place and access certain Cookies on your computer. The Riders' Wardrobe uses Cookies to improve your experience of using the Website and to improve our range of products. The Riders' Wardrobe has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.
2. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.
3. Before the Website places Cookies on your computer, subject to sub-Clause 9.4 and sub-Clause 9.7, you will be presented with a pop-up window requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling The Riders' Wardrobe to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies.
4. Certain features of the Website depend upon Cookies to function. UK and EU Cookie Law deems these Cookies to be "strictly necessary", for example those placed to facilitate the Checkout process.
5. This Website uses analytics services. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling us to better understand how Users use the Website. This, in turn, enables us to improve the Website and the products offered through it. You do not have to allow us to use these Cookies, as detailed below, however whilst our use of them does not pose any risk to your privacy or your safe use of the Website it does enable us to continually improve our business.
6. The analytics services used by this Website use Cookies to gather the required information. Certain of these Cookies may be placed immediately when you decide to visit the Website and it may not be possible to obtain your prior consent.
7. You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser.
8. You can choose to delete Cookies at any time however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.
9. It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

10. Changes to this Policy

The Riders' Wardrobe reserves the right to change this Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the Policy on your first use of the Website following the alterations.